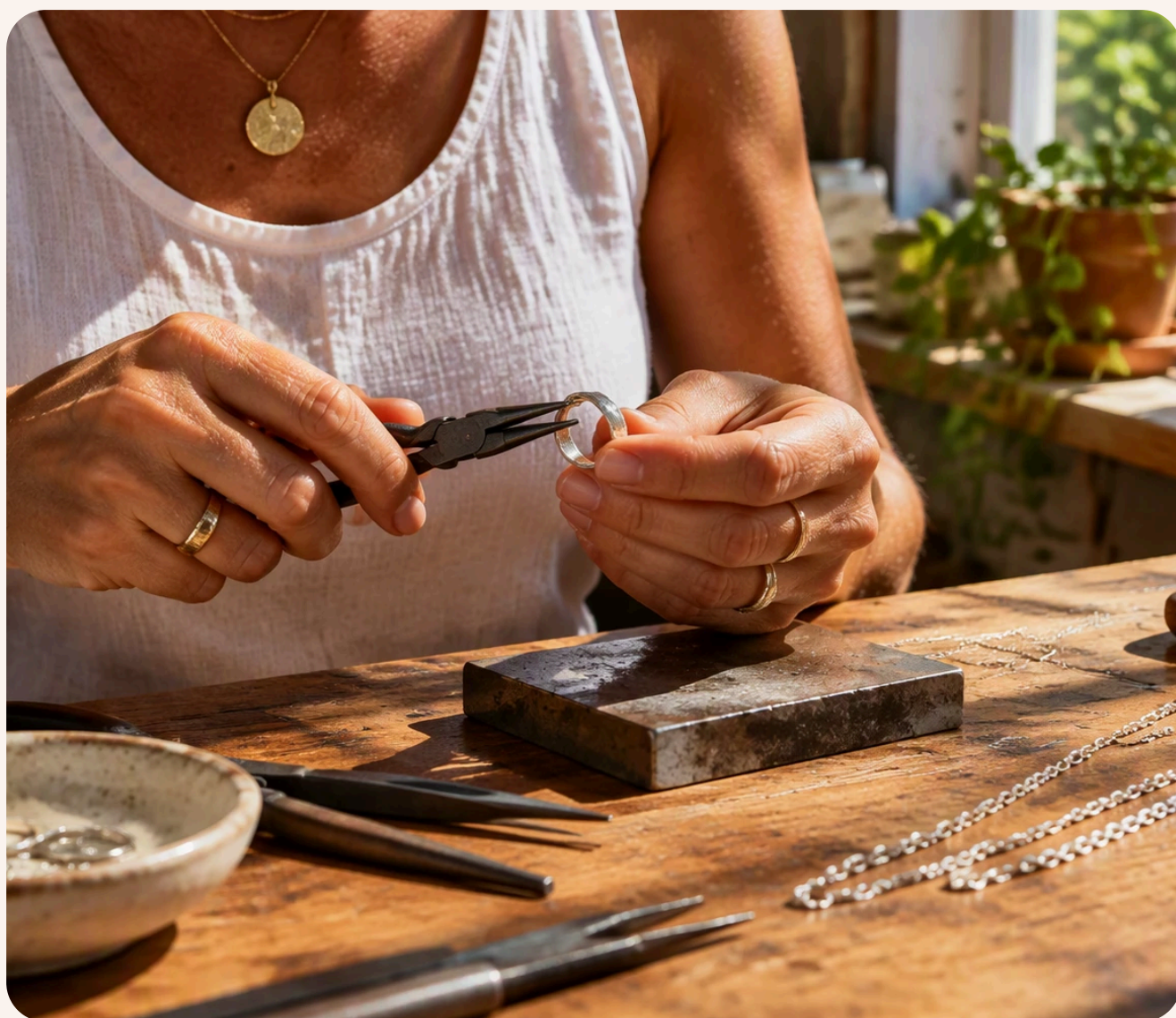


JEWELLERY MAKERS · PHOTO GUIDE

Take better jewellery photos on your phone

Six habits that show the detail and shine of your pieces without the glare.



Six habits, one minute each.

01

Use macro mode

Turn on macro mode or move in close and tap to focus on the stone or the clasp. Small pieces need to be sharp to look valuable.

02

Use a plain matte background

A matte card, linen or a stone tile works better than shiny or patterned surfaces. Grey, cream and black all keep the eye on the piece.

03

Control the reflections

Shoot in soft window light, not direct sun, and turn off the flash. Hold a white card near the piece to soften glare, and check your phone is not reflected in it.

04

Show it worn

Take at least one photo on a hand, ear, wrist or neck. It shows the true size and how it sits.

05

Check every detail

Clean off fingerprints and dust, and lay chains straight with both ends meeting at the clasp. Zoom in on the photo before you post it.

06

Show the making

Photograph your bench, tools and a piece in progress. People like to know it was made by hand and by whom.

Or let Suara do it for you.

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